

MAY 9 **NATIONAL**
FENTANYL
AWARENESS
DAY

Partner Toolkit

MAY 9 NATIONAL FENTANYL AWARENESS DAY

National Fentanyl Awareness Day is a day of activation on May 9, 2023 that aims to raise public awareness about an urgent problem: people are dying at alarming rates due to illegally made fentanyl (FEN-ta-nyl), a dangerous synthetic opioid.

This toolkit provides you with content to amplify our partnership, including: resources to share on social media, draft emails to staff and stakeholders, and messaging guidelines. We invite you to customize this content and integrate it with your brand.

IN THIS TOOLKIT, YOU'LL FIND:

- Social Accounts to follow
- Sample Social Media Copy
- [Creative Assets](#)
- Messaging Guidelines & FAQs
- Sample Email Draft

Thank you for your partnership! If you have any questions, please reach out to info@fentanylawarenessday.org.

SOCIAL ACCOUNTS TO FOLLOW:

 [@FentAwareDay](https://twitter.com/FentAwareDay)

 [@fentanylawarenessday](https://www.instagram.com/fentanylawarenessday)

 [facebook.com/nationalfentanylawarenessday](https://www.facebook.com/nationalfentanylawarenessday)

 www.fentanylawarenessday.org

Sample Social Media Copy

HASHTAGS TO USE:

#NationalFentanylAwarenessDay #JustSayKNOW

GENERAL AUDIENCE

Fentanyl is involved in more deaths of Americans under 50 than any cause of death, including heart disease, cancer, homicide, suicide and other accidents. Learn more at fentanylawarenessday.org and spread the word to save a life.

Illicit fentanyl is driving the recent increase in US drug overdose deaths. This National Fentanyl Awareness Day, we're proud to spread the word to save lives. Join our coalition and learn more by visiting fentanylawarenessday.org.

YOUTH AUDIENCE

Do you know where your pill or powder came from? Unless you got it from a pharmacy, it could contain a lethal dose of fentanyl. Protect yourself and your loved ones by learning the facts and spreading the word at fentanylawarenessday.org. #NationalFentanylAwarenessDay

Fentanyl is odorless, tasteless, cheap and extremely potent. It is often found in fake pills disguised as Oxycontin, Percocet, Xanax and Vicodin, which can be deadly. Learn the facts about fentanyl and share them with your friends at fentanylawarenessday.org.

ADULT AND HARM REDUCTION AUDIENCE

Today is National Fentanyl Awareness Day. Be sure to test your product for fentanyl, carry naloxone and know the signs of an overdose. Learn more at fentanylawarenessday.org.

Today is National Fentanyl Awareness Day. Many cities and states are making naloxone and test strips available to prevent deadly fentanyl poisoning. Be prepared, carry naloxone, and know the signs of an overdose. #NationalFentanylAwarenessDay

PARENT AND EDUCATOR AUDIENCE

Today is National Fentanyl Awareness Day. Talk to your children about their mental health and the risks of encountering illegally made fentanyl. Learn more at fentanylawarenessday.org.

35% of American teens aged 13-17 don't know enough about fentanyl to rate its danger. Learn about the risks and find more resources at fentanylawarenessday.org.

Creative Assets

DOWNLOAD ALL GRAPHICS HERE

WHAT IS FENTANYL?

Fentanyl is a potent synthetic opioid.

Potent
Up to 50x stronger than heroin and 100x stronger than morphine. A few grains of sand worth can be lethal.

Synthetic
Not plant-based. Made in a lab.

Opioid
Pain reliever like oxycodone, morphine and heroin.

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Fentanyl is cheap, potent and profitable, so dealers use it to make fake pills. It can also be found in party drugs like cocaine and MDMA.

SPREAD THE WORD

#NationalFentanylAwarenessDay #JustSayKNOW

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SPREAD THE WORD

TO SAVE LIVES

- [@FentAwareDay](https://twitter.com/FentAwareDay)
- [@fentanylawarenessday](https://www.instagram.com/fentanylawarenessday)
- [facebook.com/nationalfentanylawarenessday](https://www.facebook.com/nationalfentanylawarenessday)
- www.fentanylawarenessday.org

Message Guidelines

- **Do** consider your audience demographic. If you're talking to:
 - The general public or young people (ages 13-17), encourage them to know the facts and tell their friends.
 - Adults (18+) who may be considering use, encourage them to exercise caution and be prepared.
 - Parents or educators, encourage them to foster conversation in schools and at home.
- **Do** customize the messaging and graphics to match your brand voice and resonate with your audience.
- **Do not** stigmatize drug use. Emphasize the danger of illegally made fentanyl and how individuals can [raise awareness](#) about it and support their community to combat it.

Sample Emails

Below is sample language to spread the word about National Fentanyl Awareness Day to your general network and specifically to employees and stakeholders.

DRAFT 1 - OUTREACH TO GENERAL NETWORK TO SPREAD THE WORD

Subject Line: Help Spread the Word About the National Fentanyl Crisis

Send: On May 9, 2022

Today we're recognizing the second annual [National Fentanyl Awareness Day](#), a day of action to raise public awareness about an urgent problem: people dying at alarming rates due to illicit fentanyl (FEN-ta-nyl), a dangerous synthetic opioid.

Founded by parents who have lost loved ones to this crisis, National Fentanyl Awareness Day is supported by a coalition of issue-area experts, corporations, nonprofits, schools, families and elected officials who are coming together today to amplify the issue via social media.

We'd love for you to join our effort and uplift the message in an effort to save lives.

- Please consider re-sharing content from the activation day's [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#) accounts today
- Learn more about the issue through our resources at [fentanylawarenesday.org](#)
- If you're interested in signing on as a partner to be engaged on future activations, please sign up via [this form](#).

We hope you'll join us in spreading this important message!

DRAFT 2 - ADVANCED OUTREACH TO EMPLOYEES AND/OR STAKEHOLDERS

Subject Line: Preparing for National Fentanyl Awareness Day

To Send: Prior to May 9

On May 9, we're recognizing the first ever [National Fentanyl Awareness Day](#), a day of action to raise public awareness about an urgent problem: people dying at alarming rates due to illegally made fentanyl (FEN-ta-nyl), a dangerous synthetic opioid.

Founded by parents who have lost loved ones to this crisis, National Fentanyl Awareness Day is supported by a coalition of issue-area experts, corporations, nonprofits, schools, families and elected officials who are coming together today to amplify the issue via social media.

We'd love for you to join our effort and uplift the message in an effort to save lives. You can help us prepare to maximize the impact of this Day by:

- Following the activation day's social media accounts on [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#)
- Learning more about the issue through our resources at [fentanylawarenessday.org](#).
- If you're affiliated with an organization that is interested in signing on as a partner, please sign up via [this form](#).

We hope you'll join us in spreading this important message!

DRAFT 3: OUTREACH TO EMPLOYEES AND/OR STAKEHOLDERS

Subject Line: Join Us in Helping Spread the Word About the National Fentanyl Crisis

To Send: May 9, 2022

Today, we're proud to recognize the second annual [National Fentanyl Awareness Day](#), a day of action to raise public awareness about an urgent problem: people dying at alarming rates due to illicit fentanyl (FEN-ta-nyl), a dangerous synthetic opioid.

Founded by parents who have lost loved ones to this crisis, [National Fentanyl Awareness Day](#) is supported by a coalition of experts, companies and partners who are coming together today to amplify this critical issue. The safety and wellbeing of our community is always of utmost importance, which is why **[ORGANIZATION]** has joined this coalition to help spread the word. We encourage you to take action with us today to help this important cause.

1. Know the Facts - Below are six key facts about the national fentanyl crisis:

- Fentanyl is involved in more deaths of Americans under 50 than any other cause of death, including heart disease, cancer, and all other accidents.
- Practically all of the pills seized by law enforcement are fake, and 40% contain a potentially lethal amount of fentanyl.
- Fentanyl is involved in more deaths of Americans under 50 than any cause of death, including heart disease, cancer, homicide, suicide and other accidents.
- Practically all of the pills seized by law enforcement are fake, and a majority contain a potentially lethal amount of fentanyl.
- Fake pills have been found in all 50 states. Assume any prescription pill you see online is fake, including Oxy, Percocet, Adderall and Xanax.
- Change to: Illicit fentanyl is driving the recent increase in U.S. overdose deaths. Fentanyl-involved deaths are highest and fastest growing amongst youth.

2. Help Spread the Word

- We encourage you to talk about this issue with your friends and family. More information and resources can be found at fentanylawarenesday.org.
- Please consider re-sharing content from the activation day's [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#) accounts today and using the hashtag #NationalFentanylAwarenessDay. A full social media toolkit can be found [HERE](#).

With gratitude,

[NAME]

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